

A woman with a joyful expression, wearing traditional Asian clothing including a gold headpiece with colorful ornaments and a large gold necklace, holds a white sign. The background is a light yellow with blue floral and vine patterns. The sign features the text 'I JOINED' in large yellow letters, with a small red circular logo containing a dragon and the text 'ASIAN HERITAGE FESTIVAL' inside the letter 'O'. Below this, it says 'CELEBRASIAN — ASIAN HERITAGE FESTIVAL' in red.

I JOINED

CELEBRASIAN — ASIAN HERITAGE FESTIVAL

On May 16, nearly 40,000 people ventured to the State Capitol complex in Des Moines to attend CelebrAsian: 2009 Asian Heritage Festival hosted by the Iowa Asian Alliance. Attendees were able to experience the offerings of nearly a dozen Asian villages, food from more than 35 vendors, local and national Asian entertainment acts, sports, fine arts, games, and martial arts. The festival is possible, in large part, because of the financial and in-kind support of local businesses and media outlets.



celebrAsian
2009 ASIAN HERITAGE FESTIVAL

CelebrAsian.org

You are invited to take part in CelebrAsian: The 2010 Asian Heritage Festival. CelebrAsian unites Iowa's diverse Asian-American community in a spectacular showcase of traditional and contemporary cultural pride and identity. Sponsorship gives you an extraordinary opportunity to increase your visibility within this fast growing community and demonstrate your commitment to promoting multicultural events in Iowa. Our premier sponsorship levels and benefits are outlined below

Title

Entertainment Stage

Hospitality Center #1

Hospitality Center #2

Hospitality Center #3

- Naming rights for major festival component
- Logo on ads & press release mentions
- Logo on festival correspondence
- Corporate ad in festival program
- Opportunity to make remarks
- Company name & logo on festival website
- Company name & logo on posters & t-shirts
- 40 festival passports for your company
- 10 meal tickets, and 8 grand opening reception tickets
- Commemorative gifts

Champion

Health & Wellness Village

TV Sponsor

Newspaper Sponsor

Radio Sponsor

- Naming right for Health & Wellness
- Company name on press releases
- Recognition in festival program
- Opportunity to make remarks
- Company name & logo on festival website
- Company name & logo on posters & t-shirts
- 30 festival passports for your company
- 8 meal tickets, and 6 tickets to the opening reception
- Commemorative gifts

Leader

Children's Activities Village

Diplomacy Village

Sports & Martial Arts

Learning Center/Demos

- Naming right of important festival features
- Company name on all press releases
- Recognition in festival program
- Opportunity to make remarks
- Company name & logo on festival website
- Company name & logo on posters & -shirts
- 20 festival passports for your company
- 6 meal tickets, and 4 tickets to the opening reception
- Commemorative gifts



Iowa Asian Alliance

Earned Print Media

Datebook

- Cover, one inside page.
- Images, website, event address, cost info, organizer profiles
- Detailed event description
- Datebook teaser on top front cover of DSM Register

DM Juice

- Cover teaser
- 19" x 28" event description
- 28" x 28" detailed event description

Des Moines Register

- 7.5 web column inches

Calendar of Events Placements

- Iowa State Daily
- Iowa Public Radio
- City of Creston
- DM Juice
- Des Moines Register
- Cityview
- The Simpsonian
- Dallas County News
- Altoona HeraldIndex
- Boone News Republican
- Cedar Rapids Gazette
- Fort Dodge Messenger

Placed Print Media

- Des Moines Register
- Entertainment/Generic Flyers
- Event Programs

Broadcast

Lite 104.1

- 74 live liners
- On-site presence
- STOPWATCH interview with Mary Day
- Mary Day to assist with emcee opportunities for several hours at the entertainment stage
- CelebrAsian info on lite1041.com
- Inclusion in one e-mail

93.3 KIOA

- 50 Live on air mentions
- On-site presence
- Interview on the KIOA Morning Show
- Inclusion in one e-mail
- Information Iowa interview
- CelebrAsian information on kioa.com

Star 102.5

Lazer 103.3

- CelebrAsian information on lazer1033.com
- Inclusion in Lazer Total News and Access e-mail
- Information Iowa interview

1350 KRNT

Praise 940

Mediacom

Sidewalk Stencils

- 28 downtown locations

Interactive Media

Young Professionals e-Newsletter

- 1,000 recipients
- Info about networking event

Government E-Mail

- Two statewide e-mails to 75,000 state employees
- 30 direct e-mail correspondence with agency directors and employees
- Included information and link to website

Twitter

- 389 followers
- 609 following
- 101 updates

MySpace

- blog post promoting festival

YouTube

- 23 videos
- 1,079 channel views
- 14 subscribers
- Events Calendars

facebook

- 330 members
- 2 discussion topics
- 2 wall posts
- 22 photos
- 5 links
- 7 videos

Linked In

- 3 discussion threads in the Iowa Asian Alliance group
- 29 members



The State Data Center of Iowa reports that the Asian-American population in Iowa increased 26.1% between the years 2000 and 2007 and projects that growth to accelerate going forward. CelebrAsian provides an opportunity for you to connect with and build relationships within this important community. Consider the following:

- The percentage of Asians/Asian-Americans in Iowa who hold graduate-level degrees is 27.4 percent versus 6.6 percent for all Iowans.
- In 2007, the median income for Asian/Asian-American households in Iowa was \$51,502 versus \$47,292 for all Iowans.



Of those surveyed...



59%
Recalled a
specific sponsor



63%
Felt more positively
about the sponsoring
company

Your support of CelebrAsian strengthens your position as a progressive community-oriented organization committed to promoting diversity and cultural understanding.

Connect

age distribution



- Festival attendees represented nearly all age groups
- Nearly two-thirds of attendees were between the ages of 18 and 44.

Attendance

- Des Moines Police estimate 40,000 people were in attendance. This is an increase from 2007 & 2008.
- 2 out of 5 survey respondents were first time attendees at the festival
- Nearly 40% of respondents have attended the festival 3 or more times



The Iowa Asian Alliance thanks you for your support of CelebrAsian: The Annual Asian Heritage Festival.

It is only with your generous support that IAA can continue to highlight and share the many cultural traditions of this fast-growing community of Iowans. We look forward to partnering with your organization as we work together to build a more inclusive, vibrant, and prosperous community.

Iowa Asian Alliance